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Tailored Clothes Are Cheapest, Says Tailor

IT TAKES time to master any business proficiently, Emerson said. "It takes five generations to make a gentleman." However, that may be, it takes years to mould a man or woman into the finest proficiency in any trade, business or profession. The general knowledge of any line is quickly and more or less easily picked up. But the knowledge of what to do when the (usage) are hit, is the thing so often lacking. This applies to medicine, printing, tailoring and to each and every line of human endeavor.

"One of the main reasons why the house of Swanson is the best in the tailoring business in the southwest," said Woolford F. Swanson, proprietor of the Swanson tailoring business, in speaking of his house, "is because the tailoring business is second nature with us. The Swanson tailoring establishment has served the people of El Paso and the southwest in the tailoring business for the past 26 years and more. Long before the house of Swanson was established here, years of experience and success at tailoring was back of the name of Swanson."

"We carry out today the best traditions connected with the name of Swanson in the tailoring world. Our patrons are both old and new. People who have patronized us for a quarter of a century still swear by us. Our business has been built on the solid rock of sound business principles. There is no slighting of the job at Swanson's. There is no attempt made to make an exorbitant profit at Swanson's. There is no effort made at Swanson's to make you believe that you are going to get something for nothing."

"We are fully acquainted with the fact that prices have advanced greatly. We meet the problem of advanced costs face to face day after day. To give a man the same suit of clothes today as the same price he paid for it three or four years ago is impossible. We are not making sunny-sacks out of us. We make shoddy wool suits. Quality in material, style and workmanship are the characterizing features of the Swanson establishment. Superiority is our aim. That is our achievement. In regard to our prices, we claim that a Swanson suit is the cheapest suit by far in the long run. A Swanson suit will outwear three cheap hand-me-down suits. Try one and see."

"A suit made in our shop will wear three or four years, and will not fade while you are wearing it. The trousers will not shrink to ugliness with a shower of rain, and the suit will not make one of our suits turn to a copper green. Another thing about a Swanson suit is the style and fit. The lines are graceful, and the

suit will hang perfectly and snugly on the wearer. The fit is perfect. "Oscar E. Ross, our cutter-designer, is one of the best in the country. He knows the cutting and designing end of the business from A to Z, and gives absolute satisfaction to our patrons."

El Paso Baker Tells History Of Plant

"SEVERAL years ago, our bakery establishment was very much smaller than it is now. And at that time our output was nothing to compare with what it is today. The quality of Powell's products has never been surpassed, but the difference is that we make a great deal more Powell products now than in the days gone by." These are the words of Chas. C. Powell, proprietor of Powell's bakery, located at 1515 East Boulevard.

"About three years ago," continued Mr. Powell, "we built one of the most modern and one of the best equipped bakeries in the southwest. We installed the latest mixing machines, the finest ovens and the best machinery and equipment to be had. We employed a force of experts in the baking business. There may be plants that equal our bakery goods, but we believe that they are few and far between."

"At our plant is baked bread, pies, cakes and pastries. The bread is rich, appetizing, fresh and wholesome. The ingredients used are high class and pure. The fruit used in our pies is fresh and beautiful, and the materials we use to bake our cakes with is the best to be obtained. All shortenings, flour, fillers, yeast, etc., used in Powell's bakery goods are the purest on the market."

"Another thing that is worthy of mention in connection with our business is our delivery system. Phone 143 and leave your order. You will always get prompt service and qual-

ity goods. We make regular deliveries all over town. It is best to get orders in early in the morning as it is always possible then to get the quantity of whatever bakery product you may desire."

"Our prices are always a little lower than those of most bakers. This is true regardless of the fact that our bakery products are superior. We manage and do a lot of the work around our plant ourselves. There is not the waste and not the leaks you find around many plants, as our personal supervision is given to the entire business."

"It has been through years of hard and painstaking effort that our business has grown. Its present dimensions and we are still striving to make it bigger and better. We aim to make our goods worth 100 percent on every dollar, and feel sure that in serving our patrons we are serving ourselves. For by so doing our bakery products have come to be demanded by more and more people. This demand will continue to grow on account of the sterling quality of our products."

"In connection with the bakery business, it is well to call attention to the fact that bread is your best food. Meats and too much fat and greasy foods are injurious, especially in the hot weather. It therefore behooves each and every man, woman and child to increase the consumption of bakery products, and cut down the consumption of all foods that tend to derange the system."

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dictates a policy of common sense. There is logic in buying clothing, as well as in making a syllogism. That logic is expressed in the purchase of clothing that is "cheapest in the long run." That's the kind of clothing Swanson makes. A Swanson suit will wear longer and look better than any other suit. Try one.

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